



LINKEDIN HASHTAGS

GUIDE 2020

Amit Sharma



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INTRODUCTION

Would you like to grow your following and increase engagement on social media?

Including hashtags in your social media posts is the quickest and easiest way to improve your social media marketing results.

If you're a social media marketing pro looking to up your hashtag game, [skip straight to Page 14 for the list](#) of most popular hashtags for Social Media.

If you're new to social media marketing and hashtags, then keep reading because I'm going to explain:

- How hashtags work
- Where hashtags work
- How to use Hashtags effectively in your posts
- How to find the right hashtags

I promise to keep this quick and easy to understand. Let's get started!

1.WHY USE HASHTAGS ON LINKEDIN?


Hashtags are the Mjölnir (Thor's Hammer) of Social Media containing unimaginable power:


- **Reach a larger audience**- Your existing network connections are obviously interested in your company/product/services so reaching a larger audience is vital for business growth.
- **Expand your network**- Greater reach means that more people are going to see your content and potentially want to connect with you and your business
- **Maximise exposure**- It gives you greater exposure to your company message, you should be using all methods to gain more exposure for your company.
- **Keep up with engagement**- Posting content regularly is a great start but you cannot stop there. Check your posts, get involved with the conversations and further show your personality online.
- **Target more specifically**- You may be gaining numbers in terms of reach, but you can also use hashtags to specify your audience.
- **Original hashtags**- Creating and using a hashtag of your own is not recommended for your everyday content. However, [creating one for a larger campaign](#) is fantastic because it makes your campaign more shareable.
- **Trending**- You can trend with a hashtag. Everyone wants to trend.

2.WHERE YOU CAN USE HASHTAGS?

- LinkedIn Posts
 - Summary of your individual profile - About Section
 - LinkedIn articles, If you are using LinkedIn Pulse
 - Company page
 - Own status updates
 - The comment section of others' status and posts
-

3.DO HASHTAGS WORK ON PROFILE?



Amit Sharma -Authoritative Selling Expert 

Sales Consultant at Dishah Consultants - Sales Training Programs **#SocialSelling**

Dishah Strategic Solutions Private Limited

TN University

Note: I have added #SocialSelling temporarily to my profile for example use.

You can add hashtags to LinkedIn Profiles but they don't work the same way. They're not searchable which makes them a non-tagged keyword.

For example, when I search for **#socialselling in LinkedIn Search Bar** I found following:

1. Personal Profile & Company Profiles with #SocialSelling present in About Section.
2. Posts with #SociaSelling

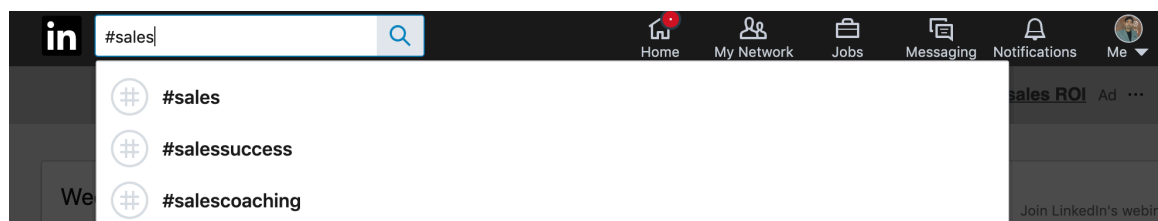
However, I could not find a single profile with #SocialSelling mentioned in the Profile Section as above. Hence, it doesn't have any impact on increasing profile views or otherwise.

4.HOW TO FIND POPULAR HASHTAGS?

There are two sides to using hashtags on LinkedIn:

- Finding relevant hashtags to follow, so you can join a conversation.
- Adding relevant hashtags to your content, so more people can discover you.

Use the LinkedIn Search



LinkedIn

lets you find and follow hashtags on the topics you're interested in.

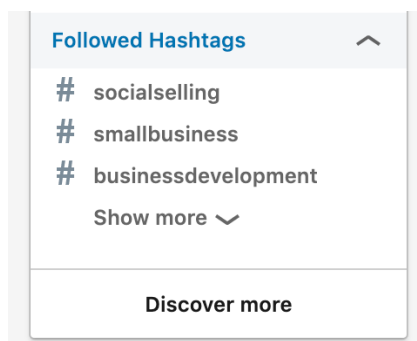
Start by entering the topic you'd like to find in the **Search** bar at the top of the page. For example, when you type **#sales** you get a list of Sales related hashtags:

Select a hashtag from the list of suggestions – e.g. **#Sales** – to see content related to the hashtag topic in your feed.

Click the **'Follow'** button at the top of the page to add the hashtag topic to your list:

Explore the Hashtags You Follow Feature

LinkedIn is encouraging users to post and search for specific hashtags using the Your "Followed Hashtags" section on the left-hand side of their LinkedIn feed.

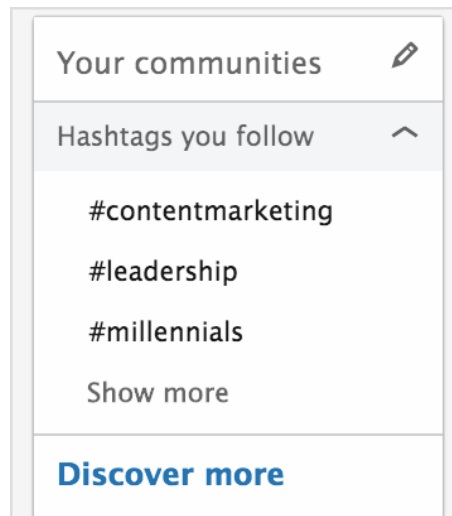


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Amit Sharma

If you see the 'Followed Hashtags' and Discover More option box on your home page, you have the ability to manage hashtag use and conversations more easily, right from a convenient location.

Click on any hashtags you're following to monitor and easily join the conversations built around them.



Click Show More to see the full list of LinkedIn hashtags you're following.

Here are some other ways to find new hashtags to follow:

1. Click on a hashtag that you're interested in from your feed and click on the **Follow** button at the top of the page, under the hashtag name.
2. Click **Discover more** under **Followed Hashtags** on the bottom of the left rail on your LinkedIn homepage to see a recommended list of popular hashtags related to the hashtags you follow.
3. Click the **More** icon on a post that interests you and click **Improve my feed** to get a list of recommended hashtags to follow.
4. Click the **My Network** icon at the top of your LinkedIn homepage and scroll to the bottom to see hashtags trending in your network.

For each method, click the **Follow** button to follow the hashtag.

5.DETERMINE WHICH HASHTAGS TO USE?

Before you begin adding hashtags to your LinkedIn posts and articles, you'll need to find hashtags that align with your LinkedIn marketing and the interests of your ideal audience. **Do some additional research.**

A good place to start is to see which hashtags the influencers in your niche are using on LinkedIn, as well as on sites such as Twitter and Instagram. Pay attention to who is using the hashtag and how they use it in tandem with their content.

Danh Su Ngoc • 3rd+
Vice President at Schneider Electric Vietnam Cluster
6d • 🌐

Picture from rooftop of tallest building in Da Nang City, metropolis of Central - Vietnam. The city confirmed, this is the tallest ever and no more taller will be approved. 😊
I cannot climb on every project we went through, too many. So just do for the iconic.
Interesting, from there you **#inspired** your team and your partners without preaching the theory.

Very simple, your competitor decided to stay home and discount on their quotation. You went there on top to pull up your price. Which one is your choice?

#leadershipinaction #management #inspiration #leadership #storytelling #sales

👍 🌱 ❤️ 161 · 18 Comments

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Before adding any hashtag to your own strategy, it's important to **verify the hashtag's popularity and contextual meaning**. In the search bar, **search for that hashtag**. **Observe Hashtag Followers and also Posts mentioning the Hashtags to ensure its usability & popularity**.

This will help you discover if you should use a specific hashtag to reach a niche audience segment.

The screenshot displays a LinkedIn interface. On the left is a profile for Amit Sharma, an Authoritative Selling Expert. The main area shows a search for the hashtag #sales, which has 5,837,206 followers and is currently being followed. Below this, there are icons for starting a post, adding photos, videos, or documents. A post from Catherine Gates, a Regional Recruiter at Cellular Sales, is highlighted with a black border. The post text reads: "Here at Cellular Sales, we invest in our people. As our latest Verizon Sales Consultant, you will have all the support and resources you need to be successful every day. Apply now! <https://bit.ly/3hriI02> #Sales". The post includes a video thumbnail with the text "Let's work together to keep people connected. Join our team." and an "Apply now" button. The video is from Verizon Sales Consultant careers-cellularsales.icims.com, posted 6 days ago.

6.LINKEDIN HASHTAGS TIPS

HASHTAGS ARE SUPPLEMENTS NOT SUBSTITUTES TO POST CONTENT

Don't leave your hashtags hanging. Even if you're sharing an image or video, hashtags are no substitute for Great Content. Your posts should always include at least one line of descriptive copy and include a [call-to-action](#).

Hashtags can be placed after content, or embedded within content—so long as it makes sense to do so.

As a best practice, write your post and then see if certain keywords can be made into hashtags. **#Do #not #hashtag #every #word**. Not only will this look like spam, there's no point in tagging words that aren't important.

USE OF PUNCTUATION IN HASHTAGS

LinkedIn hashtags can only include letters, numbers and emoji. Any spaces or symbols used within the tag will break the link.

That means no apostrophes, commas, exclamation points, or hyphens. Here are some key punctuation do's and don'ts:

- **DON'T** add spaces. Multiple word hashtags should be grouped together. For example:
Right: #JustDoIt. **Wrong:** #Just Do It.
- **DO** capitalize multi-word hashtags. Titlecasing will vastly improve readability and will prevent hashtags from being read incorrectly. (See #socialmediamarketing OR. #SocialMediaMarketing)
- **DON'T** use symbols or punctuation marks. Hashtags are always without Comma or Full Stop.
- **DO** check your spelling. Hashtags can often be overlooked in proofreads, but a misspelled hashtag is a missed connection.

DON'T OVERDO IT

There are no limits to the number of hashtags you can use in a post on LinkedIn. That said, we recommend that you **limit each post to a maximum of five hashtags**. Otherwise you'll end [looking like a Spammer](#).

Using too many hashtags on LinkedIn could also result in the [LinkedIn Algorithm](#) marking your post as spam.

MAKE SURE YOUR HASHTAGS ARE PUBLIC

If you run a business profile on LinkedIn, your profile and posts most likely already are public. But it never hurts to check.

Simply edit **public profile settings** settings to **Make my public profile visible to everyone**. That way your hashtag will be searchable by all of LinkedIn's [562 million members](#)—not just your personal LinkedIn network.

FIND YOUR BRAND'S NICHE

There's a niche community online for every industry and subject, and they often use specific hashtags.

Whether your followers are self-described #avgeeks or #girlswholift, using the right niche hashtag will connect you to an online community that's passionate about your industry.

DO USE POPULAR HASHTAGS, TOO

Not everyone is familiar with niche tags, so strike a balance by using popular general hashtags, too.

CONSIDER LOCATION-BASED HASHTAGS

If your post or article is about a certain region, or directed at a particular geography, it could be worthwhile to add a destination hashtag. Example #Chennai. Or #India

USE LINKEDIN'S SUGGESTED HASHTAGS

LinkedIn will automatically suggested relevant hashtags when you begin to write a post. If they seem like a good fit, include them. But don't add them just for the sake of it. Be deliberate in your hashtag use.

FOLLOW HASHTAGS TO DISCOVER MORE IDEAS

Start following hashtags relevant to your brand. Posts with the hashtags you decide to follow will show up in your LinkedIn feed.

You can also pin your favourites to your homepage.

10. IDENTIFY YOUR MOST SUCCESSFUL POSTS

Use [LinkedIn Analytics](#) to identify which of your posts and articles have performed the best. What hashtags did you include? If a certain hashtag is frequently found in your top posts, that one may be a keeper.

Amit Sharma -Authoritative Selling Expert
Sales Consultant at Dishah Consultants - Sales Training Programs #Social...
3w • Edited •

As a Sales Executive, majority of my Email Campaigns used to get stuck in Spam filters and were never checked or responded by customers.

I used to ask myself - What is the point in running email campaigns if I cannot be in front of the customer? Without a response, all my efforts turned to ...see more

122 · 193 Comments

Insightful Comment Share Send


27,226 views of your post in the feed


As a Sales Executive, majority of my Email Campaigns used to get stuck in Spam filters and were ...

122 reactions · 193 comments

27,226 views 21 reshares


102 people from Tata Consultancy Services viewed your post


2,429 people who have the title Salesperson viewed your post


2,978 people viewed your post from Bengaluru Area, India

USE EVENT HASHTAGS

Many professionals use LinkedIn to network before, during, and after industry conferences and events. These days most events have hashtags. Use an event hashtag to signal your company's presence or involvement—whether virtual or in person.

MAKE SURE YOUR HASHTAG MEANS WHAT IT SHOULD

Dodge a [LinkedIn Etiquette fail](#) by making sure your hashtag means what you want it to. For instance, Blackberry's use of #RIMjobs to announce Research in Motion job opportunities might have led to a few awkward job interviews. See also [#CLitFest](#) and [#hobbitch](#).

The easiest way to make sure your hashtag is safe to use, search the hashtag in question and carefully examine the results.

CREATE A CAMPAIGN OR COMPANY HASHTAG

Create a hashtag to coincide with a brand campaign or recurring company initiative. Here are a few do's and don'ts to consider before you get started:

- **DO** be original. Don't rip off a competitor's tag.
- **DON'T** use too many words that typically require punctuation.
- **DO** keep it short and simple. The best campaign hashtags are usually three to four words. Think: [#DoUsAFlavour](#), [#ShareACoke](#), or [#HeForShe](#).
- **DON'T** forget tip #12 and test your hashtag first.

RECORD YOUR LINKEDIN HASHTAGS FOR FUTURE USE

Whether you use the note app, a [Google Doc](#), or spreadsheet, recording your LinkedIn hashtags is a good idea. You can organize them by category or popularity, and keep track of campaign hashtags or timely hashtags such as [#InternationalWomensDay](#) or [#EarthDay](#). Doing this will help you save time in the long run.

KNOW WHEN TO @ MENTION

Don't use a hashtag where it may be better to @ mention. If you're trying to tag a company or person, tagging them with the @ symbol followed by their name is a better way to get their attention. Plus, that means you can focus on keyword hashtags instead.

7.MOST POPULAR HASHTAGS

#india	6,39,36,244
#innovation	3,75,00,623
#management	3,49,68,654
#humanresources	3,29,81,652
#digitalmarketing	2,72,31,226
#creativity	2,53,12,445
#technology	2,50,60,242
#future	2,47,92,781
#futurism	2,38,72,579
#markets	2,25,96,066
#entrepreneurship	2,20,82,696
#startups	2,08,60,020
#careers	1,95,77,195
#venturecapital	1,95,66,437

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#socialmedia	1,94,86,917
#socialnetworking	1,93,19,169
#leanstartups	1,92,82,198
#economy	1,89,10,898
#marketing	1,88,84,304
#economics	1,83,22,393
#professionalwomen	1,81,04,864
#branding	1,80,22,702
#advertisingandmarketing	1,74,41,142
#gender	1,69,25,430
#womeninscience	1,68,30,209
#feminism	1,65,53,989
#investing	1,44,97,719
#money	1,43,42,403
#jobinterviews	1,37,79,568
#personaldevelopment	1,35,99,275

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#motivation	1,35,27,780
#alternativeenergy	1,29,39,510
#sustainability	1,28,60,854
#personalbranding	1,05,58,834
#hiringandpromotion	1,00,97,071
#healthcare	92,82,161
#education	91,34,266
#customerrelations	87,26,016
#teachersandschoolemployees	84,50,951
#educationpolicy	84,39,423
#educationreform	83,87,992
#whatinspiresme	81,94,459
#medicine	81,46,959
#productivity	80,81,230
#healthcarereform	78,38,020
#bestadvice	77,65,260

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#managedcare	75,70,958
#airtravel	75,01,045
#travel	69,51,595
#bigdata	69,94,419
#gettingthingsdone	69,36,857
#businessintelligence	69,00,426
#businessstravel	68,96,100
#softwareengineering	65,53,656
#programming	64,19,250
#analytics	63,27,772
#softwaredesign	62,88,906
#datamining	62,26,236
#agilesoftwaredevelopment	62,03,512
#data	60,50,825
#socialentrepreneurship	59,00,867
#fundraising	58,17,459

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#streamingmedia	57,79,647
#law	55,11,485
#legalissues	53,72,307
#sales	53,63,667
#design	52,34,702
#ecommerce	52,19,149
#restaurants	49,83,018
#graphicdesign	49,24,796
#strategy	48,85,155
#visualdesign	48,52,102
#industrialdesign	47,47,015
#retailing	47,31,753
#finances	47,02,567
#projectmanagement	46,70,699
#userexperience	46,69,896
#accountingandaccountants	45,46,771

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#journalism	45,18,859
#mobiletechnology	44,61,981
#shoppingandtheretailindustry	44,57,013
#onlineshopping	44,39,167
#music	43,82,092
#commerce	43,72,594
#mobilemarketing	43,62,213
#newspapers	42,37,351
#culture	42,25,760
#managementconsulting	41,59,146
#construction	41,59,055
#fashion	41,46,172
#mobileapplications	40,94,527
#mobileadvertising	40,86,031
#automotiveindustry	40,52,812
#realestate	40,04,635

#operationsmanagement	39,99,719
#consultants	39,24,226
#energy	38,47,529
#cloudcomputing	38,26,932
#publicrelations	37,51,857
#oilgas	37,04,895

Struggling to Sell?

Learn the Art of convincing 'Not Interested' Customers and Win 70% Sales in First Contact. Check out Authoritative Selling Workshop coming up on 25th -28th June

Online <https://www.dishahconsultants.com/sales-leadership-skills-training>

1. Master Selling on Phone. Learn Authoritative Sales Pitch Framework and Generate 10X More Business Enquiries in First Contact.
 2. Master Selling on LinkedIn. Turn Every Profile Visit, Every Post into Business Enquiries with Authoritative Social Lead Funnel.
 3. Master Selling over Email. Generate 10X More Business Enquiries with Emails using Authoritative Email Lead Magnet.
 4. Master Selling F2F Meeting. Learn the Art to Convincing Difficult & Not Interested Customer with Authoritative Value Proposition Framework and Win 70% Sales in One Contact.
-

Customers speak

Top Sales Training Companies in India



Syed, Director

The sales methodologies we have learned from Amit's Authoritative Selling Sales Training are pragmatic & priceless. After attending his course, we are now able to convert leads from 20% to 80%. I recommend Authoritative Selling course to Sales Professionals, entrepreneurs and whoever aspires in Sales.



Prasanna, Ceo

We enjoyed a lot....and learnt a great deal from the training. Amit energy was consistent and every bit of it was interesting. Amit has a great vision and he is on a mission to uplift the entire Sales Fraternity in India.



Sreekumar, GM

It was extremely informative and helped us to open up the thought process that we had contained in Sales & Marketing. Extremely positive response from the attendees was of the reflection of our acceptance and credibility with in the Sales and marketing. Thank you for opening our eyes to a new state of opportunity and strength. We will practice this with immediate effect.



SunnyCharan, BDM

I recommend Authoritative selling workshop to all sales professionals. This workshop helped us in our sales pitch. I am sure, it will help all future aspirants. Amit Sharma is a top class trainer and his energy is infectious



Mohan.B, Ceo

Thank you for the Training Mr. Amit. Indeed we were so grateful to you for your navigation to Authoritative Selling. We need you to witness our successfulness by practicing your methodology in creating more sales leads. Indeed we were successful in creating more leads and were confirmed also.

Thank you once again to be part of our optimization. We are grateful beyond measure for your encouragement, thoughtfulness, support, compassion etc.....
Amit.